



JOINT NEWS RELEASE

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DOYLE, JOHNSON JOIN PRIVATE SECTOR IN ANNOUNCING PERFORMING ARTS INITIATIVE

Arts Center Promises High Returns in Economic Development

In a move to make Rochester and Monroe County the #1 performing arts destination in the region, Monroe County Executive Jack Doyle and Rochester Mayor William A. Johnson, Jr. today joined with private sector representatives in announcing that \$250,000 in state funding has been earmarked for the development of the Performing Arts Center in downtown Rochester. The funding will be used to finance the initial costs of the Project Manager, Flaum Management.

Additionally, the site review process has narrowed the likely location of the Center to three, each in the immediate vicinity of the Eastman Theatre.

MOVING FORWARD

"Today's announcement highlights the success of a 31 member private sector task force and is a positive indication of the public, private and municipal partnerships that have been forged over time on this important project," said Paul Speranza, general corporate counsel for Wegmans Food Markets and spokesperson for the 31 member committee. "This committee has completed its work and the project will now move forward under the direction of the City, County and project managers."

"Monroe County's commitment to an arts center in downtown Rochester has been steady and aggressive," said Doyle. "The ultimate value of the Performing Arts Center and its economic and cultural impact on Rochester and Monroe County could be limitless. The momentum on this project has only just begun."

"The vitality of Rochester will be enhanced both culturally and financially with this development," said Johnson. "By working to select a location in the heart of downtown near existing arts venues, the committee has shown its vision and wisdom."

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"Eastman Theatre is a key performance arts venue in Rochester and we anticipate remaining a focal point of the performing arts complex," said Jim Undercofler, director, Eastman School of Music.

"Renovations at Eastman will be scheduled to compliment the architectural development of the other facilities in the complex. Changes at Eastman under consideration include improved acoustics, seating adjustments, American with Disabilities Act (ADA) improvements, and improved backstage space and dressing rooms," Undercofler said.

At present, three sites are being reviewed for the final location of the Performing Arts Center: Midtown Plaza, Charter One Bank, and the Rascal Café address. While all participants agree that Midtown Plaza shows great promise, no final selection is scheduled until all of the site options have been thoroughly explored. All three sites under consideration are in close proximity to the Eastman Theatre.

The Project Manager, Flaum Management, will conduct additional studies and analyses, as recommended by the original 31 member committee appointed by the Mayor and County Executive. Those studies will include specific site and facilities evaluations, engineering and architectural cost analyses, and financial estimates of the development costs, operating costs, endowment requirements, and funding possibilities. The project manager will also review management and governance structures.

Flaum Management was selected as project manager of the Performing Arts Center while LaChase Construction has been selected as the value engineering manager. Acceptance of the state funding and project manager contracts is subject to approval by the Monroe County Legislature.

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